



CONSULTIPLY DAILY BRIEF • SMB

AI AGENTS • THE OPEN WEB • OCT 17, 2026 • GROWTH

Big websites are turning AI agents away. Decide what yours lets in.

Delta, JPMorgan Chase, Charles Schwab, Yelp and Amazon are drawing lines. Your site needs one too.

On Oct 17, 2026, The Verge reported that users of Meta's Muse, xAI's Grok, OpenAI's Dots and Instinct are hitting blocks across top websites. Some sites block agents on purpose. Others catch them by accident with anti-bot systems built for scams and attacks.

GOING OUT

Your agents will hit closed doors

Some bookings, account logins and checkouts will fail. Plan a human step for the sites that say no.

COMING IN

Customers' agents are arriving

They will read your pages and try to book, order or ask. Someone has to decide what they may do.

Delta

Preventing agents from booking tickets

2 banks

JPMorgan Chase and Schwab block account access over security

Yelp

Only lets in agents that pay for its data licensing

Amazon

Says Muse's "continued access" violates its site policies

AS REPORTED BY THE VERGE, OCT 17, 2026 • YELP'S POSITION AS TOLD TO TECHCRUNCH

HOW AN AGENT VISIT CAN END ON YOUR SITE • ILLUSTRATION, NOT A PRODUCT SCREENSHOT

01 • ARRIVES

A customer's agent visits

It wants to read, book, order or ask for a quote.



02 • MEETS YOUR SETTINGS

Bot protection decides

If nobody set a policy, a default built for scams makes the call.



03 • OUTCOME

Served, or turned away

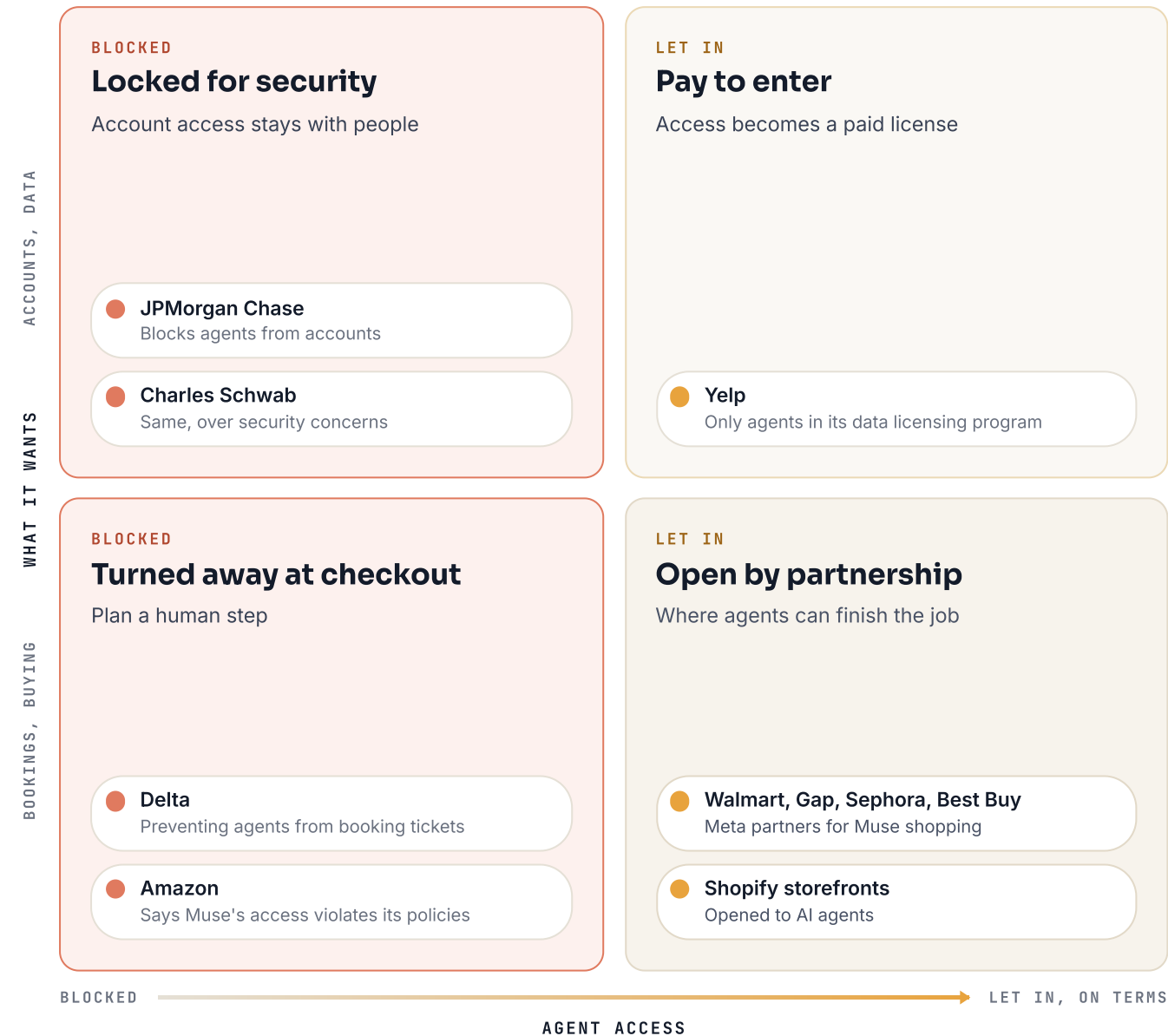
Turning away the agent can mean turning away the customer behind it.

WHY SITES SAY NO • PER THE VERGE, OCT 17, 2026

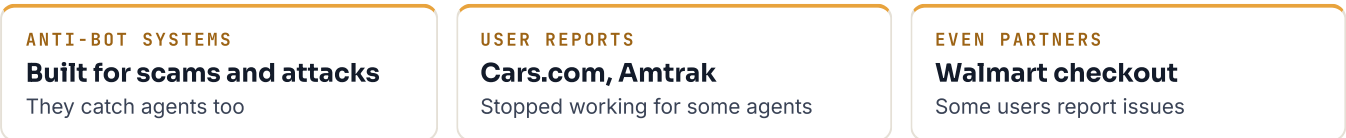
Reason	Who	What it means for you
Security	JPMorgan Chase and Charles Schwab block agents from accounts	Logins and account tasks stay with a person
Paid access	Yelp lets in only agents in its data licensing program	Some data will sit behind a license
Bookings and buying	Delta on tickets; Amazon on Muse's access	Plan a human step for checkout
By accident	Anti-bot systems built for scams and attacks	Your own site may be doing this today

Four ways the web is answering agents.

Sorted by what the agent wants and whether it gets in. Every placement comes from The Verge's Oct 17 report.



BLOCKED BY ACCIDENT



PLACEMENTS PER THE VERGE, OCT 17, 2026 (YELP'S POLICY AS TOLD TO TECHCRUNCH) · ILLUSTRATION, NOT A PRODUCT SCREENSHOT

EQUISTAMP CEO CHRIS CANAL TO THE VERGE
"These AI agents trigger those same safeguards."

Score your site for customers' agents.

Our self-check for owners. Give each question 0, 1 or 2 points, then add them up.

QUESTION

0 • NOT YET

1 • PARTLY

2 • DONE

READ

Have you decided what an agent may read on your site?

0

Never thought about it

1

Some pages, not written down

2

Written down: pages, prices, hours

DO

Have you decided what an agent may do?

0

No decision yet

1

We know, but nobody wrote it

2

Book, order, quote: each a yes or no

PERSON

Do the risky steps always go to a person?

0

Not sure

1

Most of them

2

Refunds, account changes, payments: always

SETTINGS

Do your bot protection settings match those choices?

0

Never checked

1

Checked once, not since

2

Checked against the page

ADD IT UP

0 to 3

Defaults decide

Your bot blocker is making the call. Start with the one-page policy.

4 to 6

Halfway there

Write down what you already know, then check your settings against it.

7 to 8

Ready on purpose

Recheck when you change your site or bot protection.

CONSULTIPLY SELF-CHECK, BASED ON THE VERGE'S OCT 17, 2026 REPORT • NOT A VENDOR TOOL

GOING THE OTHER WAY

Your own agents will fail on some sites. List the ones you rely on and give a person the step a site refuses.



THIS WEEK · KEEP EXPLORING

Three owner moves this week

01

Write one page

What an agent may read on your site, what it may do, and what always needs a person.



02

Check your bot settings

Ask whoever runs your site whether its bot protection matches that page, or just blocks everything automated.



03

Plan the human step

List the outside sites your own agents use. Where a site says no, give a person that step.

YOUR ONE-PAGE AGENT POLICY · EXAMPLE ONLY, ADAPT IT TO YOUR BUSINESS

Rule	Example for a small service business	Who checks it
Agents may read	Services, prices, opening hours	Owner
Agents may do	Book, order, request a quote	Owner, then whoever runs the site
Always a person	Refunds, account changes, payments	Owner
Bot protection	Settings match the three rules above	Whoever runs the site

META, IN A POST THIS MONTH, QUOTED BY THE VERGE

"Turning away a personal agent means turning away the customer behind it."

SOURCES · CLICK TO OPEN

The Verge · Websites are closing their doors to AI agents

Oct 17, 2026, by Emma Roth. Delta, JPMorgan Chase, Charles Schwab, Yelp and Amazon on agent access; Meta's retail partners; Shopify storefronts; anti-bot systems.

theverge.com/ai-artificial-intelligence/1013195/ai-agents-blocked-web

Read the full guide:

consultiplify.ai/blog/websites-block-ai-agents-smb

READ WITH CARE

- Cars.com and Amtrak are user reports in The Verge, not confirmed blocks.
- The blocks are about security, ads and data rights, not AI as such. Expect access to be worked out site by site.
- Company names appear for news reference only. No logos are shown because no single company is featured.